

ABSTRACT OF THE DISCLOSURE

There is provided a network shopping system that contributes to the omission of the item to be purchased and the prevention of purchasing an unnecessary item.

Information of equipment that each client possesses is stored in net member DB. A

- 5 main item, an option, or an item having a tendency to be used at the same time, are associated with an item related thereto and stored in related item DB. When a user inputs individual identification information for authentication processing, the system searches net member DB to specify equipment that the user possesses. Next, the system gains access to related item DB, searches a related item, and recommends the item to the
- 10 user.